

WHAT IS CLAIMED IS:

1. A content delivering method for providing
information to a customer through the Internet, wherein
a content rental dealer provides a customer with
a secret key valid only during a rental period and
5 encrypted content data, in rental of content data, and
a customer reproduces the content data with the
secret key.

2. A content delivering method as claimed in Claim 1,
comprising the steps of:

creating a secret key valid only during a rental
period, based on received order information about rental
of content data,

5 specifying the content data to be delivered based
on the order information,

encrypting the specified content data to be
delivered, and

10 sending the secret key and the encrypted content
data to a delivery destination terminal.

3. A content delivering method as claimed in Claim 1,
wherein

a content rental dealer induces a customer to
select a payment method of a rental charge, hence to
5 settle up the rental charge according to the payment

method selected by the customer.

4. A content delivering method as claimed in Claim 1,
wherein

a content rental dealer checks customer's credit
authorization through access to a credit authorization
5 network built by financial institutions , in settlement
of a rental charge.

5. A content delivering method as claimed in Claim 1,
wherein

a content rental dealer induces a customer to
select a payment method of a rental charge, hence to
5 settle up the rental charge according to the payment
method selected by the customer, and

a content rental dealer checks customer's credit
authorization through access to a credit authorization
network built by financial institutions, in settlement
10 of a rental charge.

6. A content delivering method as claimed in Claim 3,
wherein

payment is performed by a credit card, a tie-up
card of financial institutions, electronic money, or
5 payment confirmation into a specified account of a
financial institution.

7. A content delivering method as claimed in Claim 1,
wherein

a content rental dealer presents advertisement
information to a customer.

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8. A content delivering method as claimed in Claim 1,
wherein

a content rental dealer selects the advertisement
information to each customer's taste, based on
accumulated customer information, hence to send the same
information to each customer via electronic mail.

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9. A content delivering method as claimed in Claim 1,
wherein

a content rental dealer creates customer's taste
data by classifying the accumulated customer information
into predetermined items.

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10. A content delivering method as claimed in Claim 9,
wherein

a content rental dealer collects an information
supply charge by supplying the customer's taste data to
another.

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11. A content delivering system for delivering
information to a delivery destination terminal through
the Internet, comprising:

5 a server for receiving order information relative
to rental of content data from a customer terminal,
creating a secret key valid only during a rental period
based on the order information, and delivering the
secrete key to the delivery destination terminal
specified by a customer, and

10 a content store server for storing a plurality of
content data, encrypting the content data to be
delivered and delivering the same data to the delivery
destination terminal according to an instruction from
said server.

15 12. A content delivering system as claimed in Claim
11, wherein

the order information includes item number of
content data, its rental period, and address of the
5 delivery destination terminal, and delivery start time
and date or secret key delivery time and date of the
content data.

13. A content delivering system as claimed in Claim
11, wherein

said server delivers advertisement data to the
delivery destination terminal.

5 14. A content delivering system as claimed in Claim
11, wherein

said content store server delivers advertisement data, which is attached to the content data, to the delivery destination terminal.

15. A content delivering system as claimed in Claim 11, wherein

said server notifies the item number of the content data and the address of the delivery destination terminal to said content store server, in a delivery instruction of the content data.

16. A content delivering system as claimed in Claim 11, wherein

said server creates customer identification information indicating a correspondence between a customer and order content, from the order information, classifies the customer identification information into predetermined items, and stores the same information.

17. A content delivering server for delivering information to a delivery destination terminal through the Internet, comprising:

a first server for receiving order information relative to rental of content data from a customer terminal, creating a secret key valid only during a rental period based on the order information, and delivering the secret key to the delivery destination

terminal specified by a customer, and

10 a second server for storing a plurality of
content data, encrypting the content data to be
delivered and delivering the same data to the delivery
destination terminal according to an instruction from
said server.

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18. A content delivering server as claimed in Claim
17, wherein

 the order information includes item number of
content data, its rental period, and address of the
5 delivery destination terminal, and delivery start time
and date or secret key delivery time and date of the
content data.

19. A content delivering server as claimed in Claim
17, wherein

 said first server delivers advertisement data to
the delivery destination terminal.

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20. A content delivering server as claimed in Claim
17, wherein

 said second server delivers advertisement data,
which is attached to the content data, to the delivery
5 destination terminal.

21. A content delivering server as claimed in Claim

17, wherein

said first server notifies the item number of the content data and the address of the delivery destination terminal to said second server, in a delivery instruction of the content data.

22. A content delivering server as claimed in Claim 17, wherein

said first server creates customer identification information indicating a correspondence between a customer and order content, from the order information, classifies the customer identification information into predetermined items, and stores the same information.

23. A content delivering program for delivering information to a destination terminal through the Internet, comprising the functions of:

creating a secret key valid only during a rental period, based on received order information about rental of content data,

specifying the content data to be delivered based on the order information,

encrypting the specified content data to be delivered, and

sending the secret key and the encrypted content data to the delivery destination terminal.

24. A content delivering program as claimed in Claim 23, wherein

the order information includes item number of content data, its rental period, and address of the delivery destination terminal, and delivery start time and date or secret key delivery time and date of the content data.

25. A content delivering program as claimed in Claim 23, comprising a function of:

delivering advertisement data to the delivery destination terminal.

26. A content delivering program as claimed in Claim 23, comprising a function of:

delivering advertisement data, which is attached to the content data, to the delivery destination terminal.

27. A content delivering program as claimed in Claim 23, comprising a function of:

notifying the item number of the content data and the address of the delivery destination terminal to a server which stores content, in a delivery instruction of the content data.

28. A content delivering program as claimed in Claim

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23, comprising a function of:

creating customer identification information indicating a correspondence between a customer and order content, from the order information, classifying the customer identification information into predetermined items, and storing the same information.